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Bu

# BROWN BULB RANCH

MAIN OFFICE  
Capitola, Calif.  
GR-eenwood 5-1313

FALL 1960

(Growers and Importers - - - - - Wholesale Only)

NORTHWEST OFFICE  
936 West 49th St.  
Seattle 7, Wash.  
SU-nset 4-2600

## PACKAGED FLOWER BULBS and PERENNIALS

### SALES AIDS

We furnish advertising material and display posters.

### EASY TO ORDER

Write the quantity you wish in the left-hand column and mail to either Capitola or Seattle, whichever is closer to you. We will mail you another copy for future orders. Order in multiples of 5. Fill out your name and address at the bottom of last page.

### ASSORTMENTS

In order to assist you in making up a well-balanced order of the best sellers, we can make up assortments for you. Your location will be taken into consideration to be sure you receive the proper varieties for your climate.

### COST

Bulb Assortment #1	\$40.00
" " #2	75.00
Perennial Assortment #1	20.00
" " #2	50.00

### ATTRACTIVE PACKAGES

All packages are polyethylene, cellophane, or foil, with color illustrations and cultural directions.

### DELIVERY

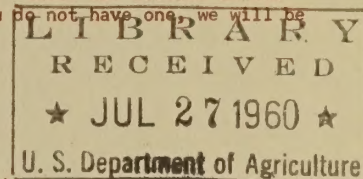
Packaged Bulbs and Perennials are available from either Capitola or Seattle beginning August 15th.

### BULK BULBS

We now have attractive counter display cartons for those dealers who have been unable to properly handle and display bulk bulbs. If you are interested in a full line of bulk bulbs and perennials, we will be glad to send you our catalog.

### DISPLAY BOXES

If you want an attractive display of bulk bulbs, try our display boxes. Just open up the color lithographed box and you are ready for business. We have two types boxes. One offers each item individually, and the other an assortment of varieties. These are offered in our regular Trade List. If you do not have one, we will be glad to send a copy.



## Tulips

### TULIPS (Long-Stemmed - 11/12 cm.)

	Bulbs Per Pkg.	Cost	Suggested Retail
Queen of the Night - deep purple	6	29¢	49¢
Clara Butt - salmon pink			
City of Haarlem - bright red			
White Giant - white			
Golden Harvest - yellow			
Aristocrat - rose			
Princess Margaret Rose - yellow and red			
Scotch Lassie - lavender			
Wm. Pitt - dark red			
Orange King - orange			
Mixed	8	29¢	49¢
Large Mixture	12	49¢	89¢



### TULIPS (Parrot - 11/12 cm.)

Blue Parrot - blue	6	29¢	49¢
Fantasy Parrot - rose & green	6	29¢	49¢
Orange Favorite - orange & green	6	29¢	49¢

### TULIPS (Parrot 11/12 cm.)

	Bulbs Per Pkg.	Cost	Suggested Retail
Black Parrot - deep purple	5	34¢	59¢
Farraday Parrot - white, red & green	5	34¢	59¢
Firebird - red	6	34¢	59¢
Sunshine - yellow	6	34¢	59¢
Large Mixture Parrot	12	52¢	89¢
IMPORTED NOVELTY TULIPS 11/12 cm.		34¢	59¢
Mons. Mottet - many flowered, white	5		
Picotee - white, pink edge	5		
Red Emperor - largest red	5		
Lily Flowering Mixed	5		
Peony-flowered Mixed - long stems	4		
Sundew - red, fringed edge	5		
Kaufmanniana - yellowish white exterior tinted carmine	4		



## USE THIS FORM FOR ORDERING

FIRM NAME \_\_\_\_\_  
STREET ADDRESS \_\_\_\_\_  
CITY & STATE \_\_\_\_\_

SHIP VIA \_\_\_\_\_  
SHIP WHEN \_\_\_\_\_  
SIGNED \_\_\_\_\_



## Hyacinths

	Bulbs Per Pkg.	Cost	Suggested Retail
14/15 cm.	3	29¢	49¢
_____ Lady Derby - pink			
_____ L'Innocence - white			
_____ La Victoire - red			
_____ Myosotis - light blue			
_____ Yellow Hammer - yellow			
_____ Mixed	5	45¢	79¢



## Crocus

7/8 cm.	12	29¢	49¢
_____ Striped Beauty - blue and white			
_____ Snowstorm - pure white			
_____ Mammoth Yellow - yellow			
_____ Velvet King - purple			
_____ Queen of Blues - blue			
_____ Mixed			



## Dutch Iris

6/7 cm.	12	34¢	59¢
_____ Bronze Beauty - blue & bronze			
_____ The Orchid - mauve			
_____ Le Mogul - bronze			
_____ Pacific Gold - yellow			
_____ White Perfection - pure white			
_____ Wedgewood (7 1/8 cm.) large blue			
_____ Mixed	25	45¢	79¢



## Lilies

(Available Oct. 1st)	2	34¢	59¢
_____ Madonna 7" to 8" white			
_____ Regale 7" to 9" white & pink			
_____ Rubrum - 7" to 8" - rose			
_____ Tiger 6" to 7" - orange			



## Ranunculus

Mixed #1	15	29¢	49¢
Mixed #3	60	55¢	98¢
Red #2	12	29¢	49¢
Yellow #2	12	29¢	49¢
Pink #2	12	29¢	49¢
Orange #2	12	29¢	49¢
White #2	12	29¢	49¢

## Narcissus

(will grow in pebbles and water)	4	29¢	49¢
_____ Chinese Sacred Lilies 14/15 cm. white, yellow cup	4		
_____ Paperwhites - 13/14 cm. white	4		
_____ Soleil d'Or - 14/15 cm. yellow, orange cup	4		
_____ Cragford - 16/18 cm. white, orange cup	3	29¢	49¢



## Daffodils

	Bulbs Per Pkg.	Cost	Suggested Retail
(Trumpet Type - 16 cm.)	4	29¢	49¢
_____ King Alfred - large yellow			
_____ Mrs. E. H. Krelage - cream & white			
_____ Fortune - yellow, scarlet trumpet			
_____ Sunshine - yellow, short orange cup			
_____ Thalia - several pure white blossoms			
_____ Tunis - white, apricot trumpet			
(Double Type)			



_____ Cheerfulness - white cluster, fragrant			
_____ Twink - yellow and scarlet			

(Poetaz & Poeticus types)

_____ Mrs. Backhouse - pink trumpet (3 bulbs)			
_____ Laurens Koster - white & yellow			
_____ Poetaz Mixed - white or yellow petals, colored cup			



## Large Packages

_____ Mixed Daffodils, many types and colors	8	39¢	69¢
_____ Mesh Sack, all types and colors of daffodils in a mesh bag	20	95¢	\$1.59
_____ King Alfred, #2 bulbs in 9" x 13" lithographed package	10	60¢	1.00



## Miscellaneous Bulbs

_____ Anemone De Caen Mixed #1 Single	15	29¢	49¢
_____ Anemone St. Brigid #1 Double	15	29¢	49¢
_____ Anemone St. Brigid Mixed #3	70	59¢	98¢
_____ Anemone St. Brigid Blue #2	15	29¢	49¢
_____ Anemone St. Brigid Red #2	15	29¢	49¢
_____ Calla White 1 1/4 to 1 1/2"	4	34¢	59¢
_____ Freesia Mixed 1/2 to 5/8"	15	34¢	59¢
_____ Ixia Mixed #1	15	34¢	59¢
_____ Muscari - (Grape Hyacinth) 7/8 cm.	24	34¢	59¢
_____ Scilla Campanulata Mixed #1	12	34¢	59¢
_____ Snowflake - 1 1/2 to 2" dia.	4	34¢	59¢
_____ Star of Bethlehem #1	3	34¢	59¢
_____ Miniature Amaryllis Mixed	5	34¢	89¢
_____ Black Calla 2 to 2 1/2"	1	49¢	89¢
_____ Fragrant Amaryllis	3	34¢	59¢

We have been growing bulbs for the Wholesale Trade for fifty years.



## PERENNIALS

### Bearded Iris

_____	Sunshine - yellow
_____	Red Warrior - red
_____	Bronze Idol - brown
_____	Snowdrift - white
_____	Blue Sky - blue
_____	Peach - salmon-pink
_____	His Majesty - purple & bronze

Bulbs Per Pkg.	Cost	Suggested Retail
1	22¢	39¢



### Butterfly Orchids (EPIDENDRUM)

_____	Pink
_____	Yellow
_____	Scarlet
_____	Lavender

1	55¢	\$1.00
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### Peonies

_____	Red
_____	Pink
_____	Rose
_____	White

1	44¢	79¢
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### Phlox (Hardy)

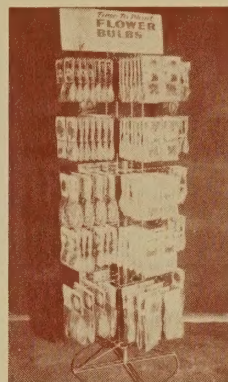
_____	Red
_____	Salmon
_____	Pink
_____	Orange-scarlet
_____	White
_____	Blue, light eye

2	39¢	69¢
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## Miscellaneous Perennials

Bulbs Per Pkg.	Cost	Suggested Retail
_____	Transvaal Daisy (Gerbera) (tender)	1 25¢ 49¢
_____	Tritoma - New Yellow Hybrid	1 22¢ 39¢
_____	Tritoma - Red Hot Poker	2 22¢ 39¢



#### ROTARY RACK FOR PACKAGED BULBS

Rack shipped in sturdy carton. Nothing to assemble.

Order your own choice of packages or use our suggested items below

_____	Racks . . . . .	Each	\$20.00
_____	Assortments as listed below . . . . .	"	85.40

#### Suggested Rack Assortment

	Cost	Retail
70 Pkgs. Tulips Assorted	29¢	49¢
35 Pkgs. " "	34¢	59¢
35 Pkgs. Hyacinths "	29¢	49¢
42 Pkgs. Daffodils "	29¢	49¢
21 Pkgs. Dutch Iris "	34¢	59¢
14 Pkgs. Indoor Narcissus	29¢	49¢
28 Pkgs. Miscellaneous Asstd.	34¢	59¢
35 Pkgs. " "	29¢	49¢
280 Pkgs.	\$85.40	\$145.60
Your profit - - - - -		60.20

\* Crocus and other hardy bulbs will be included under "Miscellaneous" in cold climates; ranunculus, etc. for warm climates.

## COUNTER DISPLAY CASES

REFILLS FOR ALL CASES CAN BE HAD AT OUR REGULAR BULK PRICES

These cases contain 5 varieties, each one illustrated in full color.

#### TULIP CASE NO. 19

_____	500 - 11/12 cm. bulbs	\$21.00 per case
_____	100 Red Pitt - bright red	
_____	100 Golden Harvest - light yellow	
_____	100 Carrara - white	
_____	100 Insurpassable - violet	
_____	100 Princess Elizabeth - rose	

#### TULIP CASE NO. 20

_____	500 - 12 cm.	\$27.00 per case
_____	Varieties same as Case #19	

#### TULIP CASE NO. 22

_____	500 - 12 cm. up	\$27.00 per case
_____	100 Queen of the Night - dark purple	
_____	100 Dillenburg - orange	
_____	100 Pride of Haarlem - light red	
_____	100 Campfire - blood red	
_____	100 Niphetos - lemon yellow	

#### TULIP CASE NO. 23

_____	500 - 11/12 cm. bulbs	\$25.00 per case
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#### PARROT TULIP CASE

_____	100 Fire Bird - scarlet
_____	100 Texas Gold - yellow
_____	100 Blue Parrot - blue
_____	100 Orange Favorite - orange
_____	100 Fantasy - rose & green

#### TULIP CASE NO. 24

_____	500 - 12 cm. bulbs	\$29.00 per case
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Varieties same as Case #23



#### Small Display Boxes

All varieties on this list and many others are available in small individual display boxes (12" x 8 1/2" x 4"). These are offered in our regular catalog.



## COUNTER DISPLAY CASES (cont'd)

Case #8 - Daffodils - 250 bulbs  
D. N. #1 size \$18.50 per case

50 Fortune - deep yellow, scarlet cup  
50 Dick Wellband - white, flame-orange cup  
50 Winterpride - golden yellow cup  
50 Actea - white, eye margined, dark red  
50 Twink - cream and orange

Case #9 Daffodils - 250 bulbs  
D. N. #1 size \$27.00 per case

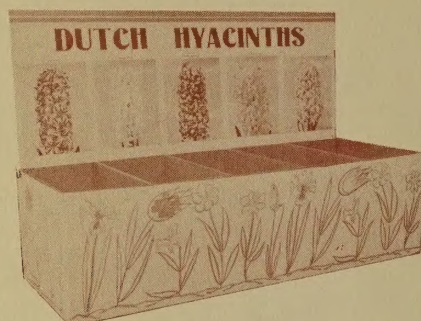
50 Mt. Hood - large, pure white  
50 California Gold - gold, orange-red cup  
50 Thalix - pure white  
50 Red Bird - white, orange-scarlet cup  
50 Rembrandt - golden yellow, large

Case #17 Dutch Iris - 1,250 bulbs  
7 to 8 cm. size \$33.00 per case

250 White Perfection - white  
250 Blue Princess - medium blue, tall  
250 Lilac Queen - lilac  
250 Huchtenburg - cream standards, yellow falls  
250 Pacific Gold - yellow

## HYACINTH DISPLAY CASES

SIZE	TOTAL BULBS	COST PER CASE
Case No. 13 - 14/15 cm.	250 (50 each of 5 colors)	\$22.00
Case No. 14 - 15/16 cm.	250 (50 " " 5 " )	22.00
Case No. 15 - 17/18 cm.	175 (35 " " 5 " )	24.00
Case No. 16 - 18/19 cm.	150 (30 " " 5 " )	24.00



## TERMS

Firms not having accounts with us will please forward 25% cash with their order, regular terms net in 30 days from date of invoice, and 2% discount for payment in 10 days.

Crop failure or any cause beyond our control releases us entirely from delivery.

We give no warranty, express or implied, as to description, purity, productiveness, or other matter of any seeds, or bulbs we sell, and we will not be in any way responsible for them. F.O.B. Capitola, or Seattle, except where otherwise noted.

## Two Locations

We carry complete stocks at both Capitola and Seattle. This not only saves you transportation charges but assures you of prompt delivery.

## SUPPLY ITEMS

### Plant Stakes

Bamboo dyed green - pencil thick. Attractively packaged in bundles of 25 canes.

Length	Packed per Bale	Price Per Bale	Suggested Retail
2 Ft.	40	\$6.80 (.17 per pkg.)	.29
3 Ft.	40	9.20 (.23 " " )	.39
4 Ft.	20	7.00 (.35 " " )	.59
6 Ft.	20	23.00 ( 1.15 " " )	1.98

Add 10% for less than bale lots

### Wooden Labels

	Packed per Ctn.	Price per Ctn.
Extra-smooth, painted, hardwood labels.		
Tree Labels - 3 1/2" x 5/8" (copper wired)	1,000	\$4.75
Pot Labels - 4"	1,000	3.25
" " - 5"	1,000	3.60
" " - 6"	1,000	4.20
Garden Labels - 8"	250	2.20
" " - 10"	250	2.55

### Hyacinth Glasses

Imported from Holland. For indoor growing of Hyacinths in water. Packed 25 per carton.

Cases of 25 Glasses per case \$11.50

### Fertilizer, Peat, Potting Soil, Etc.

	Packed Per Case	Cost	Suggested Retail
Each item is packed in attractively lithographed polyethylene.			
<u>MOO COW NATURAL FERTILIZER</u> - Dried and screened cow manure.			
2-Quart	20	27¢	49¢
1/4 Cubic Foot	10	45¢	79¢
1 " "	5	\$1.15	\$1.98
<u>CALIFORNIA PEAT</u> - A fine grade of horticultural peat			
2-Quart	20	23¢	39¢
<u>POTTING SOIL</u> - a well-balanced mixture for any house plant			
1-Quart	20	16¢	29¢
<u>LEAF MOLD</u> - Well-rotted oak leaf mold for begonias, African Violets, etc.			
2-Quart	20	28¢	49¢
<u>CHARCOAL</u> - Granulated to proper size for plants and aquariums			
9-oz.	50	16¢	29¢

## BROWN BULB RANCH

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Cable BROWN

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